

**Kajaria**  
TRANSFORM YOUR WORLD

**Kerovit**  
SIMPLY BLISSFUL

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“A clean India would be the best tribute India could pay to Mahatma Gandhi on his 150<sup>th</sup> birth anniversary in 2019, said Shri Narendra Modi, Hon'ble Prime Minister of India, as he launched the Swachh Bharat Mission at Rajpath in New Delhi on 2<sup>nd</sup> October 2014.

Prime Minister Narendra Modi's Swachh Bharat Mission also attempts to build individual, cluster & community toilets across the country to eliminate or at least reduce open defecation. This will save lives. The mission aims at changing people's attitude, mindsets and behaviours. Public awareness will also be provided about the drawbacks of open defecation and promotion of latrine use while proper, dedicated ground staff will be recruited to bring about behavioural change for the same. Though banned, manual scavenging needs to be eradicated. To keep villages clean and lay water pipelines in all villages, thereby ensuring water supply to all households by 2019 is also a part of the programme.

Corporate social responsibility is a very latest term in many emerging companies in our country, but for Kajaria, it has been deep rooted for over almost a decade.

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Kajaria, being a ceramic as well as the sanitaryware manufacturer, has much to cheer for. The mission is expected to boost the Indian economy, where in constructing a basic toilet within an affordable cost. The construction activity is expected to boost job creation along with ceramic tile makers and sanitaryware manufacturers.

To participate in this mission, Kajaria Tiles is all geared up. The company has launched Kerovit, a bathroom brand in 2014. Intending to contribute in a major fashion to the cleanliness drive. The company has already started following the prime minister's footsteps. Swachh Bharat has become mainstay of its CSR. "We fully support the prime minister's vision of a clean India by 2019 and housing for all by 2022," says Shri Ashok Kajaria, Chairman & Managing Director, Kajaria Ceramics.

#### **Product Complementing Swachh Bharat Mission & Housing for all**

Kajaria claims of being the only tile company in the industry to have the capacity to provide complete tile solutions is not without foundation. As an industry leader, Kajaria keeps innovation and production constantly on the boil because this is what has kept the market on its toes and trade channels eager to see what the company will introduce next. Its range of revolutionary products is clearly in line with its status. Its status bestows upon it the onus of developing the industry. In this pursuit, the company has created a number of product sub-categories. In the ceramic section for example, the company offers a wide range of wall and floor tiles for washrooms and kitchens. The range itself is a perfect example of how different shapes and sizes can blend seamlessly into a harmony of colour and design. The tiles variety ranges from 20cm x 30cm to 30cm x 90cm.

Among other innovations Kajaria has brought to the forefront include The Square, a luxurious 80cm x 80cm tile in scintillating designs. Another collection The Size encapsulates style and strength and gives a whole new definition to grandeur with its extraordinary slab of 60cm x 120cm. The Collection is 40cm x 80cm collection boasting an impressive range of tiles that reflect the exquisite and soothing textures of nature. Crafted by ingenious designers from Europe, these tiles draw inspiration from the classic look of real Italian marble. Kajaria also offers versatile 60cm x 60cm tiles in a variety of desirable finishes.

Polished vitrified tiles created through nanotechnology are another outstanding feather in Kajaria's cap. Distinguished by low porosity and a smooth finish, these tiles are scratch and stain resistant while their glossy sheen accentuates their natural good looks making them a great alternative to marble and granite. Also featuring in this segment are the Grande and Solitaire collection. The Grande collection that comes in a 80cm x 120cm size replicates the qualities of weathered marble. This exclusive range comes in real marble like textures and finishes that

create sleek and sophisticated spaces by covering the maximum amount of surface with minimal grout lines.

Kajaria's bathroom product division, Kerovit has got two independent manufacturing facilities for sanitaryware and faucets in Gujarat and Rajasthan respectively. Kerovit's sanitaryware products are affordable. The sanitaryware portfolio of Kerovit consists of wash basins, EWCs, squatting pans, water closets & urinals. These products have a unique antibacterial feature, which encourages hygiene.

The above portfolio of Kajaria products combines with all the products that are required to promote "sanitation for all".

#### **Initiative**

The company has already begun doing its bit and has adopted few schools located near their manufacturing plants near Gailpur, Rajasthan and Sikandrabad, Uttar Pradesh, and starting January 2015, the company has rebuilt these toilets. "We believe it's more of a social initiative than a business opportunity, and we look forward to make a contribution in making India clean," says Shri Ashok Kajaria, who is also the Chairman of the Indian Council of Ceramic Tiles and Sanitaryware. The tremendous growth in the industry will also result in increased production, which is what "Make in India" campaign is all about.

#### **Brand Values**

The most valued relationship Kajaria has is with its customers. It earns their trust by providing them products and services that surpass their expectations and respecting that trust by innovating. For its stakeholders, Kajaria translates excellence, diversity, availability, affordability and other relevant attributes synonymous with pride of ownership.

At the end of the day, it is Kajaria's uncompromising quality standards and processes that make it an undisputed brand leader and one of the most trusted brands in the country.

Better product mix, capacity expansion and cost control augur well for tile makers. There is also a growth momentum that is building up. The Swachh Bharat Mission is all driven to put our country on the step of development that will aim to provide a healthier and cleaner environment for us and for the coming generations.

